

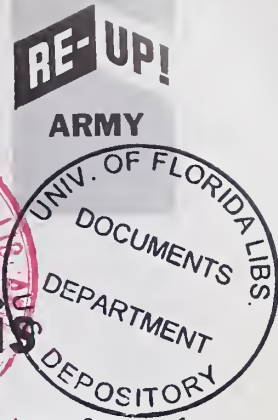
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September 1960

# Recruiting

JOURNAL OF THE UNITED STATES ARMY



## Exercise Prestige in Minneapolis

A mass parachute jump, described by news media as one of the spectacular sights of modern military operations, launched the 21st annual Aquatennial summer festival held in Minneapolis, Minnesota. For the Minneapolis USARMS it was the gratifying climax to months of planning and work which began in late November, and a big boost to Army prestige.

The Aquatennial is a 10-day event dedicated to water sports and other attractions which draws an audience of two million people and truly merits the title, "the world's greatest summer festival of its kind."

The USARMS's initial idea for a tie-in with the Aquatennial outlined plans for "Minnesota Eagle I," an air drop of 240 officers and men of Company B, 502d Airborne Battle Group, 101st Airborne Division; and the 60-man division band.

With this to present as a possibility for participation, Lt Col D. J. Murphy, Minneapolis-USARMS commander; Capt Edwin M. Drose, USARMS operations officer; and 1st Lt William E. Bonnsetter, USARMS recruiting publicity officer called on the Aquatennial Association.

The members were overwhelmingly enthusiastic about the suggested possibility and agreed to do everything within their power to assist in bringing the Airborne exercise to Minneapolis. Mr. Lyman Walters, president of the Aquatennial, and Mr. Donald Brandt, executive secretary, worked closely with

the USARMS, sparing no effort in cooperation. Scores of meetings followed with federal, state, and city officials to iron out the multitude of details involved in an event of this kind.

In the meantime, Minneapolis USARMS personnel did not sit idly by. Airborne participation in the Aquatennial would give an excellent opportunity to make the public Army Recruiting conscious as well as Army conscious in connection with the parachute jump. With this in mind, plans were formulated to enlist a 46-man Airborne platoon, to be known as the "Minnesota Screaming Eagle Platoon."

Pending approval, USARMS personnel busily prepared a publicity campaign for use on an alert basis, turning out taped radio spot announcements and news releases. Silk screen publicity requests were sent to Fifth U. S. Army Recruiting District, Recruiting Publicity, to be held pending approval of the platoon. The purpose was to make sure that everything would be ready to roll the minute approval was granted.

When the USARMS received the "go-ahead," production began. The Silk Screen Shop filled the USARMS's requests in record-breaking time. News releases on the "Screaming Eagle Platoon" appeared in the Minneapolis *Star* and *Tribune*, representing a total circulation of 550,000, plus 400 other papers throughout the area.

(Continued on page 3)



A FORMER PARATROOPER, Sgt Chonning Smith of the Cameron Station Exhibit Unit, explains the functions of airborne bottle dress shown at the Minneapolis USARMS display in Southdale Shopping Center, when "This Is The Army" exhibit was on display.



THE MINNEAPOLIS USARMS float points up the enlistment of the 46-man Minnesota Screaming Eagle Platoon in the Minneapolis Aquatennial parade. The float is manned by SFC Phillip Engel, recruiter at Willmor and SP4 Jocqueline Wollweber, WAC recruiter at the USARMS.



# did you know?

by the editor . . .

Military leaders have always recognized the value of a distinctive uniform as a means of establishing homogeneity of feeling and *esprit de corps* in their nation's armed forces.

Delving into ancient lore, we discover it was the Cathagenian general and statesman, Hannibal, who first realized the potent factor of a uniform for soldiers. History relates that this military genius of two centuries before Christ clad his Spanish mercenaries in white and crimson robes.

Later, in medieval times, retainers of feudal barons and liege lords were decked out in the picturesque livery of the masters for whom they fought. Since all the warring factions took a fancy to velvet and satins, complications arose.

Due to the similarity of dress, the battling forces had no means of distinguishing friend from foe. The safest place in those hectic times was about the standard or battle flag of the particular leader at the moment. Straying far from that guidon meant wandering into the terrifying unknown, where every man's hand was against the lone raider.

It was this fact of legendary days which gave birth to the almost sacred character in which our flags and standards are held at present. The flag represented safety, home, the companionship of friends knit in a common cause.

It remained for the mighty Gustavus Adolphus, Sweden's national hero, to evolve the next step by equipping his soldiers in varicolored scarfs.

This scarf, draped about the shoulders of Adolphus' men, undoubtedly formed the genesis of our present-day blouse, and the blouse is the most distinctive part of the Army uniform.

## Recruiting

RECRUITING JOURNAL OF THE UNITED STATES ARMY

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## Many Officer Changes In MPPD-TAGO

Lt Col Elmer F. Edwards, AGC, reassigned from chief, Reenlistment Section, to chief, Publicity Branch, vice Lt Col Robert B. McBane, detached. Telephone OXford 71590.

Col John W. Rodgers, AGC, has been assigned as Educational Liaison and Training Officer, vice Col Robert W. Sylvester, AGC, detached. Colonel Rodgers also serves as chief, Procurement Section. Telephone OXford 53489.

Lt Col Wirt C. Salthouse, AGC, assigned as chief, Reenlistment Section, with Maj James B. Johnson, AGC, as assistant. Telephone OXford 52591.

Capt Jocelyn A. White, WAC, assigned as Officer Procurement Project Officer, Publicity Branch, relieving Capt Julia E. Ledbetter, detached. Telephone OXford 53515.

## Be Circumspect

During the post-National Election period and the post-Christmas period, there will be dozens of outdated posters on billboards in nearly every community. Planning should start now to get the 24-sheet billboard poster depicting the Road Building theme up in these spaces.

Caution should be exercised in requesting this free space. Too frequently requests for donations may chill the friendly cooperation you've received from outdoor poster companies.

If there is any indication that these excellent sources of publicity are becoming restless under what they may consider excessive pressure, ease off and approach them for space at a later date.

## Recruiter Columnist

SFC Larry F. Sullivan, station commander at Moses Lake, Washington, has been receiving much favorable comment on his first article in a series he is writing for local newspapers.

The series of articles explain just what happens to "Recruit Crewcut" from the time he is interviewed by the Army recruiter through his basic training.

An Editor's Note in the *Grant County Journal*, Ephrata, Washington, states the articles are published in the interest of youths thinking about a career in the U. S. Army, and their parents and friends who would like to know "just what goes on" during a recruit's initial training in the Army.

## Armed Forces Voters Day

The Secretary of Defense has designated September 27 as Armed Forces Voters Day.

Armed Forces Voters Day climaxes the services' year-round efforts to help all eligible military personnel and their families to participate in the absentee voting program.

Don't wait until September 27 to send for a ballot if you are eligible to vote under your state's laws. But if, for some reason, you have delayed sending in an application to your state, see your nearest voting officer on Armed Forces Voters Day and protect your free vote by using it.

## Final Standings Reenlistment Competition Fiscal Year 1960

ZI Armies and MDW	Standardized Immediate Reenlistment Rate
1—Third Army	39.4
2—Second Army	39.1
3—Sixth Army	37.1
4—MDW	36.5
5—Fifth Army	36.4
6—Fourth Army	33.2
7—First Army	31.8

Technical Services Corps	Standardized Immediate Reenlistment Rate
1—Quartermaster	44.7
2—Transportation	33.9
3—Medical	32.2
4—Chemical	31.6
5—Signal	30.1
6—Engineer	29.0
7—Ordnance	28.8

Source: RCS AG-219

## Reenlistment Improvement FY 1960 over FY 1959

ZI Armies and MDW	Percent Improvement
1—Third Army	56.3
2—Fifth Army	46.8
3—MDW	45.4
4—Sixth Army	44.9
5—Second Army	40.6
6—First Army	38.3
7—Fourth Army	38.3

Technical Services Corps	Percent Improvement
1—Ordnance	41.9
2—Signal	34.4
3—Transportation	34.0
4—Engineer	26.6
5—Quartermaster	18.6
6—Chemical	10.5
7—Medical	6.3

Source: RCS AG-219

WHEN CHANGING ADDRESS, please give us both your OLD and NEW addresses. If you wish to discontinue receiving this publication, or wish to increase number received, make your request to address shown in Flag on this page.



# Exercise Prestige in Minneapolis *(Cont'd)*

On the opening day of the Aquatennial, 75,000 people encircled the drop zone to see the mass jump. Thousands more who wanted to see it had to give up because of the crowds. One police officer remarked that he had never seen such traffic.

Television, radio, and newspaper coverage of this spectacular far exceeded maximum expectations. For days after the jump, the general topic of conversation was the "tremendous show put on by the Army paratroopers."

But the package presentation arranged by the Minneapolis USARMS included more. In the gigantic Aquatennial parade, the third largest in the nation, the 60-man band of the 101st Airborne, and Company B of the 502 Airborne Battle Group, marched in full battle dress before 500,000 people who lined the parade route.

Following directly behind the members of the Airborne was an attractive U. S. Army Recruiting Service float featuring the Airborne and the enlistment of the Minneapolis Screaming Eagle Platoon.

Even this was not all. The USARMS made arrangements to have the "This Is The Army" exhibit from the Army Exhibit Unit, Cameron Station, Virginia, at the ultra modern Southdale Shopping Center at this time, with the addition of an Airborne display. The Southdale Shopping Center, a twenty million dollar investment with almost 80 stores, claims the distinction of being the world's largest shopping center under one roof and its vast parking area accommodates 5,200 cars.

In retrospect, the parachute jump, the 60-man Airborne band, the "This Is The Army" exhibit, the USARMS float, and the USARMS airborne display accomplished a multitude of things. Military personnel were at their best and they were treated like kings. As a result, U. S. Army prestige zoomed to new heights in the Twin City area.

In terms of public relations, much experience was gained and the close cooperation between the Aquatennial Association and the U. S. Army Recruiting Service was a thing to behold. Mr. Bob Harris, the busy Aquatennial publicity director, had the best interests of the Army in mind at all time.

What the Army's participation in the Minneapolis Aquatennial did for recruiting can best be answered by the fact that there is a marked increase in Army interest in this area among thousands of better informed people.



**THE 101ST AIRBORNE DIVISION** Band marches in full battle dress in the giant Aquatennial parade in Minneapolis, the third largest parade in the nation.



**CROWDS ASSEMBLED** to see parachute drop which opened the Aquatennial in Minneapolis, hurry to see the advance arrival of Aquatennial celebrities by helicopter.



## Shopping Bag Message

A recruiting shopping bag, initiated by MSgt Timothy Knight (left), Burlington, N. J., Army recruiter, is being adapted by other First U. S. Army recruiters. A large rubber stamped notation, inscribed on the bag, bears a simple but effective message and gives local identification to the recruiter. Mr. LeRay Van Sant (right), manager of A&P Store in Burlington, N. J., was quick to accept Sergeant Knight's proposal to advertise Army on all shopping bags in the large supermarket.



## Xmas Parcels for O'seas

Recruiters should point out to inquirers about mailing Xmas packages overseas that after an air parcel or straight mail parcel arrives overseas, final delivery in many cases must be made through use of surface transportation, which may cause delay in delivery of package.

The Post Office Department will be displaying a "Mail Early" poster on their trucks beginning October 15. Recruiting stations will receive posters sometime shortly after September 15 for their mail-early postings.



# By Visual Impact

More than 200,000 television homes throughout Central Florida were exposed to a dramatic and educational 15-minute television program sponsored by the Orlando Army Recruiting Station.

Originating in the studios of WDBO-TV, Orlando, the program titled *The Right To Live* was prepared by MSgt J. C. Meachum and SFC Carl Booth of the Orlando station. Technical supervision in the preparation of this feature was given by Mr. Bill Berry and Mr. Bill Taylor of WDBO-TV; and the segment was presented on Mr. Taylor's very popular daily program *Central Florida News and Interviews*.

Mr. Taylor opened the show and introduced Sergeants Meachum and Booth over a breakfast table setting with all enjoying coffee. At this point, Sergeant Booth took charge and did a live narration behind camera shots of still photographs and posters depicting great moments in the history of our country and the United States Army. Two cameras were utilized in the presentation, which gave the director "quick-changes" from one view to another.

The feature began in June 1775 at the outset of the forming of an Army and covered high points up to the present time. Throughout the program Sergeant Booth pointed out the strength and capabilities of the Army at the time of these history-making events in comparison to today's modern Army, its strength and capabilities. Also, during the program the composition of our Army, pointing out the three primary components, the Regular Army, Army National Guard, and Army Reserve was explained. During the discussion of each component, camera shots were made of posters or stills depicting this element in action. In addition, each major branch, its objective and function was explained with similar camera shots of this branch in action.

The closing words of the script read, "The names of our battles have been the names of victories . . . victories that have earned you *The Right To Live*. Today your friends, neighbors, and relatives in the Regular Army, Army National Guard, and Army Reserve are here to assure you of *The Right To Live*."

At the closing of the presentation, Maj Paul E. Keithly, commanding officer, and Capt A. P. Runnion, recruiting officer, Jacksonville USARMS, joined Sergeants Meachum and Booth, and Mr. Taylor for the highlight of the program from a local interest standpoint.

Mr. Bill Berry, who has his own daily show on WDBO-TV and WDBO-radio, and who often extends invitations to local recruiters to appear on his show, along with Mr. Carl Hallburg, director of WDBO-radio, were called on camera to receive Department of the Army and Third U. S. Army Recruiting District Recruiting Service Awards for the many hours of assistance they have rendered Army recruiting in the area. Neither Mr. Berry nor Mr. Hallburg was aware that they were to receive these awards prior to the "on camera" presentation. Both of these gentlemen had many kind words for the Army and what it offers the young men of today in the field of opportunity. Mr. Berry is a former Army Master Sergeant and has many times been most helpful to Army recruiting. (One particular example of his generosity may be seen on page 8 of July '60 issue of this publication, in a story titled "Pass In Review.")

Major Keithly concluded the program by saying, "We hope that the television viewers of this area now have a more thorough knowledge of the composition of our Army, its mission, and its importance, as a deterrent to war in our world of today." He added, "We must maintain a strong and ready volunteer Army and that is why recruiting representatives are in this area to offer information about opportunities in this most modern Army in the world."



WDBO-TV CAMERAS 1 and 2 boom in on entire cast as emcee, Mr. Bill Taylor (left) joins recruiting personnel in congratulations to his co-workers, Mr. Bill Berry (center) for having been appointed "Honorary Recruiter," and Mr. Carl Hallburg on having received Third U. S. Army Recruiting District "Certificate of Appreciation." In uniform (left to right) are Capt A. P. Runnion, recruiting officer, Jacksonville USARMS; MSgt J. C. Meachum, Orlando recruiter; Maj Paul E. Keithly, commanding officer, Jacksonville USARMS; and SFC Carl Booth, Orlando recruiter.

## New York Mirror Air Show



Every year the New York Daily Mirror, one of New York's largest newspapers, sponsors an air show held at Floyd Bennett Field, Brooklyn, N. Y. With the local Army recruiter, MSgt Joseph R. Armitage (left), Flotbush RS, is one of the featured attractions presented at the air show, the Parachute Demonstration Team from Fort Campbell, Ky. Other displays featured by the Recruiting Service for viewing by the estimated 50,000 persons were a Nike Hercules missile and Mobile Recruiting Exhibit from the New York USARMS.



# Airborne Spectacular

Though small in size, Rhode Island proved quite conclusively that size is no barrier towards accomplishment of a mission. Setting aside the month of June as "Airborne Month," aggressive recruiters led by Capt Buford D. Bullman, operations officer, Providence USARMS, and under the overall supervision of Capt Ernest A. Staples, Jr., the commanding officer, staged one of the most unusual recruiting demonstrations ever witnessed by a First U. S. Army area audience.

All the intricate details contributing to the success of the spectacular air display on June 20, 1960, at Coventry Air Park, Rhode Island, evolved so smoothly that even the weather conditions seemed to have been prearranged for the Providence recruiters. Cumulus clouds of white on a brilliant blue sky, enhanced the dramatic leaps of the U. S. Army Airborne Team from the U. S. Military Academy, West Point, New York, who were made available for this extraordinary air show through the courtesy of Lt Col Speers, the commanding officer.

A spellbound audience of over 12,000 people witnessed the breath-taking and daring leaps of the Team members. Moreover, one of the most exciting leaps was made by a Newport recruiter—Sgt Milton Parsons—from an H-21 Helicopter, provided by the 63rd Group, USARADCOM, Hartford, Connecticut.

Prior to the air exposition, the U. S. Army Airborne Team comprised of MSgt John P. Carreira, SFC Edward L. Maguire, Sgts Jimmie L. Adams and John J. Dawes, appeared in full regalia in an intense recruitment drive throughout the entire state of Rhode Island.

An Invocation by Maj (Chaplain) James Mashburn, 11th Group Artillery, Rehoboth, Massachusetts, lent an air of solemnity and dignity to the opening of the event which was followed by a descriptive narration of the show by Captain Staples, commanding officer of the Providence USARMS. The 88th Army Band of the Rhode Island National Guard provided appropriate concert programming for the jumps. An

amazing and daring free fall jump of about 2500 feet by a member of the Team, rendered more captivating by lighted flares, proved to be the memorable highlight of the program. Each participating segment which included the National Guard, Civil Defense, and the Rhode Island Parachutist Club, contributed to the overwhelming success of the Airborne Show and resulted in a considerable number of enlistments.

For an entire week, U. S. Army recruiters and the Airborne Team were heralded with front page stories of the event, and personal appearances of recruiting personnel on television and radio created unbounded curiosity in one of the greatest shows ever staged by Rhode Island recruiters.



**THE OATH OF ENLISTMENT** is administered by Maj Florence Moody, WAC selection officer, First U. S. Army Recruiting District, New York, N.Y., to a group of Airborne and WAC applicants.

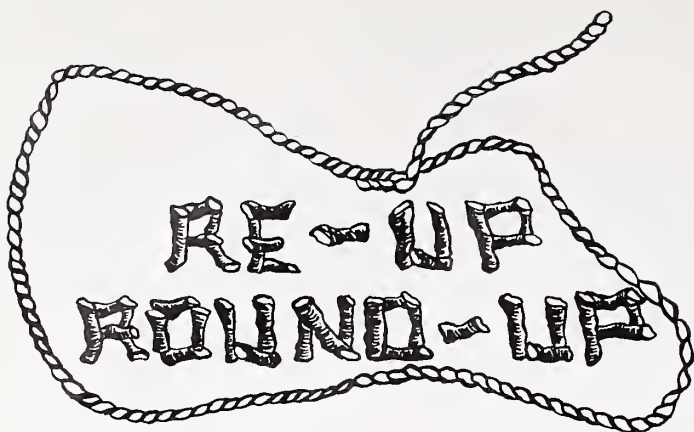


**A CROWD OF OVER 12,000 PERSONS** stores spellbound into the sky as members of the West Point Military Academy Jump Team leap from the H-21 Helicopter during the Airborne demonstration at Coventry Air Park, R.I.



**ADJUSTING THEIR EQUIPMENT** prior to take-off for the first jump at the Air Display, are (left to right) Sergeants Adams, Maguire, Doves and Correiro, members of the West Point Military Academy Jump Team.





The search for Reenlistment prospects is the never ending job of the Career Counselor. Perhaps you feel you've exhausted all the possibilities—and have uncovered all the sources of prospects you believe exist at your station. If you happen to be located in a spot where there are large numbers of non-RA troops—a service school, AIT Center, etc.—you may be sitting on a gold mine without realizing it. Career Counselors at Fort Lee, Virginia, home of the Quartermaster School, are digging in just such a gold mine with excellent results. Each non-RA student receives a packet containing a letter briefly explaining RECAP and other Army benefits, a copy of the RECAP pamphlet, and an "interest" form requesting full information from the Career Counselor. The letter is reproduced below for the benefit of all who would like to adapt the idea to their own situations:

#### HEADQUARTERS

QUARTERMASTER TRAINING COMMAND, U. S. ARMY  
FORT LEE, VIRGINIA

Dear Student:

Your Army career counselor would like to take this opportunity to inform you of a new program recently initiated by Department of the Army. The title of this program is "Reenlistment Central Assignment Plan," more commonly known as RECAP. Here is how RECAP works.

YOU choose where you would like to go—any post in the United States, or overseas area, then contact your career counselor. With the information you give him, he'll determine your basic eligibility for the assignment you want and take over from there. If you are eligible, your assignment request will be telephoned, in your presence, directly to the approving authority at Headquarters, Department of the Army, Washington, D. C., and you'll know immediately whether or not your assignment choice is available. Your choice is guaranteed and confirmed, in writing, before you enlist.

You'll enjoy the added benefits of service—such as Travel, Advancement, 30 Days Vacation yearly, Security, Retirement at an early age, and a cash bonus for signing over to Regular Army. You have almost two (2) years to serve at present. Just think, for one (1) more year you can receive a cash bonus of approximately \$250.00 and enjoy all the benefits mentioned plus many more. You may also enjoy a 30-day reenlistment leave prior to reporting to your new duty station.

If you are interested in the RECAP Program, just fill out the attached form and mail it in the inclosed envelope, or contact your career counselor and get the facts first hand. No student will be afforded the opportunity to reenlist for an assignment of his choice during the last 10 days prior to his departure. Remember, for an assignment of YOUR choice

upon completion of your schooling, GO RECAP, but ACT NOW!

Sincerely yours,

/s/ Marshall D. Mull

/t/ MARSHALL D. MULL

Captain, QMC

QMC Reenlistment Officer

1 Incl  
Pamphlet

Tear off on dotted line and insert in envelope

Name..... Rank..... Svc No.....

Unit..... Class No..... Graduation Date.....

Your Career Counselor is located in Building T-4202 "C"  
Ave. and 19th St., phone 1079.

\* \* \*

Of interest to Career Counselors in overseas areas is the fact that Reenlistment advertising is scheduled to appear for the first time in the Overseas Military Edition of the *Reader's Digest*. Six insertions are planned for the coming year. While discussing overseas areas it seems appropriate to mention the fact that responses to this column from overseas commands have been disappointing. Aside from the excellent material received from SETAF, featured in the August issue of RECRUITING Journal, there has been little in the way of information received from either the Far East or Europe. Again, the participation of all concerned with the Reenlistment program is invited so that this column may continue to help build the Reenlistment effort.

### Audie Murphy Witnesses Re-Up



At the Southern European Task Force recently, Audie Murphy, WWII's most decorated soldier and current film star, congratulates two SETAF NCO's after their reenlistment. Audie was there for the shooting of an Army motion picture. Left to right are MSgt Robert H. Lucas, career counselor, Vicenza; Audie Murphy; MSgt Louis S. Seibert, 124th Signal Co.; and Sgt Ralph V. Weeks, 69th Ordnance Co.



# Transportation Corps' Re-Up Program Pays Off

A Reenlistment Section staffed by one officer and three career counselors directly supervises the full-time reenlistment personnel of major subordinate commands and has the function of processing applications for reenlistment options at the U. S. Army Transportation Training Command, Fort Eustis, Virginia.

The detection of unsuitable reenlistment personnel is a continuing process at the U. S. Army Transportation Training Command, and a constant effort is being made to increase the quality of the personnel. At least once each month, all full-time career counselors are required to attend a meeting where various problems affecting the program are discussed.

The Department of the Army presentation has been placed on video tape and is being shown on closed circuit television to all company grade officers at the Transportation School. A program is also being prepared for the NCO Academy at Fort Eustis.

To stimulate and maintain interest in the reenlistment program, incentive awards have been established at the U. S. Army Transportation Training Command. Two plaques are presented to the major subordinate commands exhibiting the highest degree of excellence in support of the reenlistment program. Plaques are also presented annually to the major subordinate commands to give



**1ST LT GERALD L. BREEDING**, Post reenlistment officer at the U. S. Army Transportation Training Command, Fort Eustis, Va.

tangible recognition for their yearly reenlistment efforts.

The Reenlistment Section at Fort Eustis has found that it pays big dividends to interest a soldier's wife in his career. Each major subordinate command conducts a "Transportation Corps Family Day" when the family of the soldier is invited to visit the unit. This enables his wife to realize the importance of her husband's job and the Army's need for him. The Department of the Army presentation is given during this event. "A Word To The Wives" is sent to all wives of qualified potential reenlistees 90 days prior to expiration of term of service.

The Reenlistment Office is located in

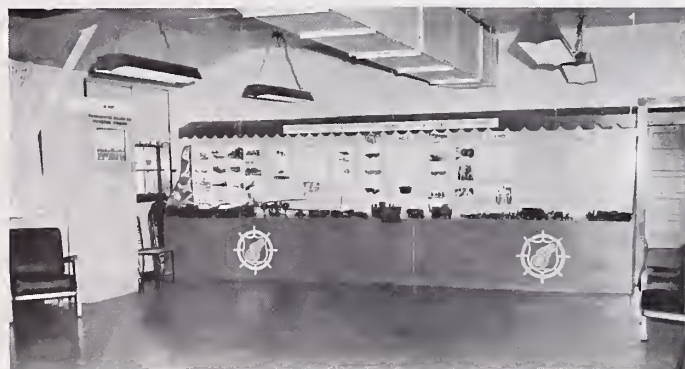
the center of Fort Eustis, near the Main Post Exchange and Noncommissioned Officers' Mess which is situated on the main avenue of the Post. It is a separate building which has individual private counseling rooms, a reception room, and a display room. The career counselors at Fort Eustis recently remodeled the office by repainting the interior of the building. Other improvements include a newly painted exterior, fluorescent lights, tile floors, curtains, scale models of Transportation Corps equipment, and static displays.

Semi-annual reenlistment inspections are made by the Reenlistment Office in order to improve the reenlistment program. During these inspections every effort is made to discuss reenlistment problems with company officers and non-commissioned officers.

In the reenlistment competition within the Technical Services Corps, the Transportation Corps has climbed from sixth place to second place during the last seven months. This carefully planned reenlistment program at Fort Eustis, which sells the Army to the soldier through personal contact, is returning tremendous profits both to the individuals who are finding the Army a useful, rewarding career, and to the Army which is retaining an increasing number of military personnel who have the special aptitudes and skills so necessary in the modern Army.



**SECTION OF THE DISPLAY ROOM** in the Reenlistment Building at U. S. Army Transportation Training Command, which is used when giving the Oath of Enlistment.



**VIEW OF THE DISPLAY ROOM** showing scale models of all modes of transportation. Large static displays are also used for effect.



# Cold Cash Counseling

## 504th MP Battalion

"Catch me in a willful misstatement of fact, and this ten dollar bill is yours." Capt Leland H. Paul, adjutant of the 504th Military Police Battalion at Fort Gordon, Georgia, makes this offer at each Career Counselor's class of the organization. So far, he has continued to replace the bill in his wallet, meanwhile adding impressive reenlistment records to the Battalion's credit. Eighty-one men, or more than one-eighth of the total manpower of the Battalion have reenlisted since October 1959, as a result of this straightforward approach.

Career counseling does not offer rosy promises that are never fulfilled, but stresses the advantages of Army service, both tangible and intangible. Openings in overseas theatres, attendance at Service schools, educational and retirement benefits are all discussed by Captain Paul and his staff of experts—SFC Benjamin A. Harrison, Battalion career counselor, and SSgts Gerald Cook and Patrick Davis, career counselors of The Provost Marshal General Center, home base of the 504th MP Battalion.

Realizing the appeal of travel in foreign climes for many, Captain Paul has a collection of 35mm slides, in color, depicting scenes in Africa, Asia and Europe, as well as duty stations within the 50 states. A veteran of service in both Europe and the Far East, Captain Paul illustrates and narrates his lectures with a running commentary on life overseas, much of it gleaned from personal experience.

Stressing RECAP (Reenlistment Centralized Assignment Plan), whereby a man enlisting has his choice of assignment immediately verified by telephone with Department of the Army, Captain Paul and the PMGC career counselors have not only developed an outstanding reenlistment record within the 504th MP Battalion, but in cases where personnel have been misassigned by accident, have succeeded in getting them

to their proper organizations or overseas theater as designated in the RECAP commitment.

The recruiting program of the 504th Military Police Battalion has been successful, according to Captain Paul, because of the enthusiasm of unit career counselors, and the First Sergeants and Company Commanders. Proudly described as the "most decorated MP Battalion in the U. S. Army," the 504th standard, heavy with WWII battle honors, is prominently displayed at all reenlistment ceremonies. Lt Col John F. Hyde, commander of the 504th, feels that the reenlistment ceremony is one of the most important in a man's career, and personally attends each event.



**CAPT LELAND H. PAUL** (left), adjutant and reenlistment officer of the 504th Military Police Battalion, Fort Gordon, Ga., "loys it on the line . . ." the facts about an Army career, and on offer of hard cash if any of his information is misleading. Backed by his panel of experts—SSgt Gerald Cook (right front), career counselor for The Provost Marshal General Center; SSgt Patrick Davis (left rear), PMGC career counselor; and SFC Benjamin A. Harrison, 504th MP Battalion career counselor. Display panels exemplify the primary rewards of an Army career—promotion, pay, RECAP, and lists of regulations for specific types of assignments.

## Re-Up Rolls Along

### In 30th Medical Group

Thanks to the career counselor of the 30th Medical Group, Stuttgart, Germany, reenlistment advertising has taken to the road. SFC Frank Lawhorne made the suggestion to have the Ludwigsburg Casino Club EM Open Mess station wagon painted with Re-Up signs. He first obtained the approval of Lt Col Chester H. Davis, club advisor for the Ludwigsburg Area and 30th Medical Group reenlistment officer, and then contacted Lt Leon P. Sterling, club custodian, who started the idea rolling by making arrangements with a German company to have the truck lettered.

The truck has a green background with white letters. The front has RE-UP ARMY on it while the left side has LUDWIGSBURG EM OPEN MESS. The right side says STAY WITH THE BEST—RE-ENLIST and also has the Seventh Army insignie. As the truck goes down the road and heads turn to look at it, RE-UP ARMY can be seen on the back.

Asked if he thought the truck was noticed, Sergeant Lawhorne said, "Well, I've received a lot of comments on it and the most common is, 'What will they think of next?'" Sergeant Lawhorne pointed out that the purpose of the truck is to keep people reenlistment conscious. He believes the

truck has helped arouse curiosity just by its presence.

In a conversation with Lieutenant Sterling he said, "The truck travels about 200 miles a week covering the Ludwigsburg Area. In other words, it spreads the word to—RE-UP ARMY—very effectively . . ."

If you happen to see a truck with RE-UP ARMY on it, don't be surprised, see your career counselor for information about an Army career.



**30TH MEDICAL GROUP NCO, SFC Frank W. Lawhorne** points to Re-Up sign on vehicle of EM Open Mess, Ludwigsburg. With him are the Battalion Re-Up Sergeants of the 30th Medical Group.





**LEARNING TO USE A LANGUAGE** under simulated military conditions is an important part of the Army Language School curriculum. These students of Spanish are setting up a tactical situation according to telephone reports—in Spanish—while the instructor, left background, watches and listens critically.



**THE RUSSIAN CHOIR** from the Army Language School, made up of American soldiers studying that language. The famed choral group has several times won first place in the all-Army entertainment contest and frequently gives concerts at California colleges and other cultural centers.

## The Army Language School

The Army Language School is probably the only Army school in the world whose students have enjoyed a delicious chicken paprika at the home of actress Ilona Massey or who have been kissed by the exuberant Zsa Zsa Gabor, touched by their greeting in Hungarian when they were invited to meet her.

These events are highlights of field trips by Army Language School students of Hungarian to the Los Angeles Magyar colony for a round of activities in an atmosphere as nearly Hungarian as it is possible to find in America.

Army Language School students may also savor oriental cuisine on school time, learning the social customs of the land whose language they study. Japanese students, enjoying sukiyaki, learn to handle chopsticks while also learning the manners of visitors to a Japanese home.

These field trips, and others like them, help the Army Language School to give to its students the ability to learn a foreign language as it is actually spoken by those native born to it. Few people, perhaps, realize that a modern Army does not always depend upon rifles and missiles, but that words too can be weapons.

The Army Language School at the Presidio of Monterey, California, graduates some 2,000 officers and men from the school's 28 language departments each year in preparation for assignments as military attaches, staff officers at military missions and advisory groups, and military intelligence specialists.

Students range in rank from youthful recruits to colonels with many years of distinguished service. Today, with 40 percent of the Army scattered throughout some 73 foreign countries around the globe, the demand for bilingual soldiers is more acute than ever before in our history.

Those who study at the Army Language School work hard and learn fast. Classes meet six hours a day, five days a week. Most courses are a year in length, though a few are six months in duration. The academic work is involved solely in learning one foreign language per student, and the curriculum of 28 tongues ranges from Albanian and Arabic to Ukrainian and Vietnamese. Also included are languages like Russian and Chinese—the largest depart-

ments—and French, German and Spanish, to name a few of the languages offered.

The School is located on the breathtakingly beautiful Monterey Peninsula, just a hundred miles south of San Francisco. It occupies the Presidio of Monterey ("fortress" in Spanish), which was founded in 1770 by Father Junipero Serra and a company of Catalan soldiers, who claimed the land in the name of King Carlos III of Spain. The post today sprawls across a pine covered hill overlooking the bright blue Monterey Bay on one side, and the Pacific Ocean on the other.

Students come from all Department of Defense agencies—although primarily from the Army. While a high percentage of enlisted students is sent to the School by Army agencies which arrange for their training, there is also a program of admission for volunteers. Enlisted men must be United States citizens who will have not less than 24 months of service remaining upon graduation.

Current regulations regarding admission requirements are found in AR 611-82.



# 12 Reasons Why You Should Do Your Prospecting By Telephone

by Jack Schwartz

(EDITOR'S NOTE: Last month's issue carried an article, "Prospecting by Telephone," and referred to a combined recruiter conference and telephone sales clinic staged in Los Angeles by the USARMS there.

In the article, many quotes of Mr. Jack Schwartz, one of the foremost telephone salesmen in America, and lecturer on the telephone sales clinic were given. Mr. Schwartz has come forward again and generously contributed a follow-up article on selling by telephone.

Most of us who have anything to do with "recruiting agree that the job, in the true sense of the word, is becoming more and more a science. This is true primarily because possibly the most complicated mechanism in the world with which we have to deal is the human mind.

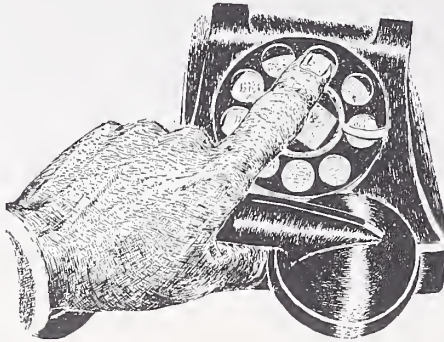
To do this professional job effectively, recruiters are going to have to rely on more than their own experiences up to this point. We, on the RECRUITING Journal staff, are always looking for additional sources of information and ideas that might be helpful to Army recruiters in this vital area. We feel that Mr. Schwartz' article which follows has such an application to your work 'as recruiters.)

## REASON #1.

*You are only a bi-ped, not a thousand legger. Your two legs can't possibly carry on the flat-foot life of a cold-canvass call salesman, beyond a certain point, you are only human. Why limit your income to the limited capacity of your legs?*

Many, many years ago, Frank Gilbreth noticed the same error in the brick-laying trade—a stoop down for every brick laid may be even a walk. By having the bricks delivered to the bricklayer at work-height he nearly doubled the speed of bricklaying—*using only the same amount of energy or less.*

The sales trade also has moved ahead of old times, old backaches and old foot-sore. It has made use of modern science to eliminate waste motion, and use your physical strength only for making appointments with people who have ex-



pressed in advance a welcome for your visit. The telephone is today your scientific management instrument that does the major part of your leg work and pre-arranges and prepares. You use your two legs (or your car) only to get to those who already have indicated to you that they are interested to talk to you. You are no longer a blind tired man ringing doorbells, not knowing what kind of reception you will get. You are an invited guest, not a tired and dusty traveler discouraged by many rebuffs but fresh and well-primed for business, because it is not a deaf or antagonistic prospect you are going to talk to but a host who is bound by the rules of hospitality to be gracious to you having *desired your coming.* And when finished, you will go away fresh for another invited call, your morale high and your feet untired.

## REASON #2.

Your Greatest Profit Lies in Saving "Time, the Golden." As a great salesman once said, "All salesmen have really one thing to sell, not wood, not steel, not cloth, nothing but Time." Yes, it is true, he trades his time for his salary or commission, and every day it is his time record actually selling that really counts. The great drawback has long been that the average salesman has been able to present his sales arguments to genuine prospects for only about 1½ to 2 hours of each day. The rest of his time was wasted in waiting, traveling to and from prospects, trying to gain entrance, talking to "buffers" and non-prospects.

The "salesman's dream," has always been that by some magic he could spend 5 or 6 or 7 hours per day actually presenting his proposition instead of 1½ or 2 hours.

Now thanks to the greater tolerance of telephone calls and the stricter use of telephone courtesy, it is possible for a well-trained salesman to secure appointments by telephone from "cold" prospects selected with regard to economical routing, and by spacing of appointments to calls, so as to accomplish from one-half to twice as much effective selling time. In other words, instead of 1½ to 2 hours per day, 2½ to 4 hours per day.

This is authentically a selling revolution, not nearly widely enough appreciated. It is of actually greater practical time-saving value than the automobile in selling, for there are no traffic or parking problems in telephone-appointment making.

Intense time consciousness has rightly been termed the successful salesman's outstanding characteristics. He must be a *time-master* if he is to win forward place in selling, utilizing every plan and device to remove time-lag from his path.

## REASON #3.

*You Can Uncover a Full Supply of Prospects by Telephone.*

When you don't get enough oxygen you literally strangle. If you are a salesman who doesn't get enough prospects, you strangle your income. A full supply of prospects (like a full supply of oxygen) is a primary necessity for good selling.

Many salesmen fret constantly about their inadequate supply of prospects. But how foolish! They are hooked up by telephone to practically every prospect there is, and a few turns of the finger will bring any of them into conversation with you.

Don't be afraid of the fact that you are a salesman, with something to sell this prospect. It is quite entirely up to your ability, understanding and telephone personality, whether this "cold" prospect will irritably hang up on you or recognize in you someone he might



well profit by talking to. *That is Telephone Salesmanship*, an art you should learn at once. It is the new, indispensable addition to the selling art. Simpletons won't be able to learn it, but you are no simpleton.

An hour or so in the morning making "cold turkey" telephone calls for appointments will likely provide enough afternoon or evening or next day appointments to keep you fully supplied, never again likely will you experience a prospect shortage, once you have mastered the art of prospecting by telephone.

#### REASON #4.

*Your Sales Prestige is Heightened by Telephone Appointment Making.*

As you must be aware, it is usually only VIP's ("very important persons,") who insist on making telephone appointments in the ordinary way of life. Therefore, your prestige as a salesman is automatically enhanced when you ask for an appointment, instead of knocking at the prospect's door, unannounced.

At the same time, and by the same token, you are rating up the prospect himself, increasing his or her sense of importance. You have shown your appreciation of their convenience giving them a chance to refuse to see you (instead of slamming the door on you). This builds up the effectiveness and promise of the interview, makes more likely the sale.

#### REASON #5.

*This Method Gets You in Where Other Methods Fail.*

When you call a prospect to ask permission to call, the courtesy, consideration and respect is so marked in contrast to banging personally at his door and being hard to get rid of, that everything is at once on a much higher plane. The prospect that would quite certainly deny you entrance if you rapped at the door will in all likelihood consent to an interview at a fixed later time.

Why? *Because his guard is down*, when at the telephone. He knows he can hang up on you any minute that he chooses, whereas shutting the door on the cold turkey salesman is more difficult and irritating, also more embarrassing.

The net result is, entree to more people, more promising prospects than is likely by personal "cold canvass" calls on foot. The telephone has well been called "the instrument of modern thoughtful courtesy," by means of which people nowadays save each other's time and effort. This atmosphere extends to the salesman, so long as he carefully practices the full range of trained telephone courtesy.

The average salesman of today simply hasn't realized such things and profited by them. (I hope the low level fringe of salesman will not destroy this advantage by abusing it.) Today when we answer the phone, we are not in a rejecting mood, but in an *expectant* one. We hope something pleasant, profitable, interesting will come over the wires. It is up to the salesman prospecting by telephone to help maintain this favorable

attitude, and thus continue to open doors to prospects who don't want to open their front doors to an uninvited person.

#### REASON #6.

*You Are Kept On a Straight Track at a Good Forward Sales Pace.*

Traveling "round the mulberry bush" may be nice for children, but it is no good for salesmen. Expert sales routers have long tried hard to route salesmen so that they will get more calls into a day with less footage between calls. It is not easy and often not possible at all to make any kind of "straight track," or anything but a scrambled "Run around."

But not when you operate on a telephone prospecting basis, choosing your localities and competently routing and scheduling your appointment hours. You can help courteously to suggest a time to the prospect, to aid in making good "track" for your calls, but in any event you can choose the section of town, the street, even the block, or the building you wish to work in, with a minimum of distance between.

Your *sales pace doubles* often, when working on a track of telephone appointments for calls. This track is "Victory Way", to you, for interference, rebuff, irritation and resistance are less at every call you make. You "leap from crag to crag" of preferred, invited interviews, your profits mounting as you go.

*(To be continued next month)*

## Too Big to be Missed



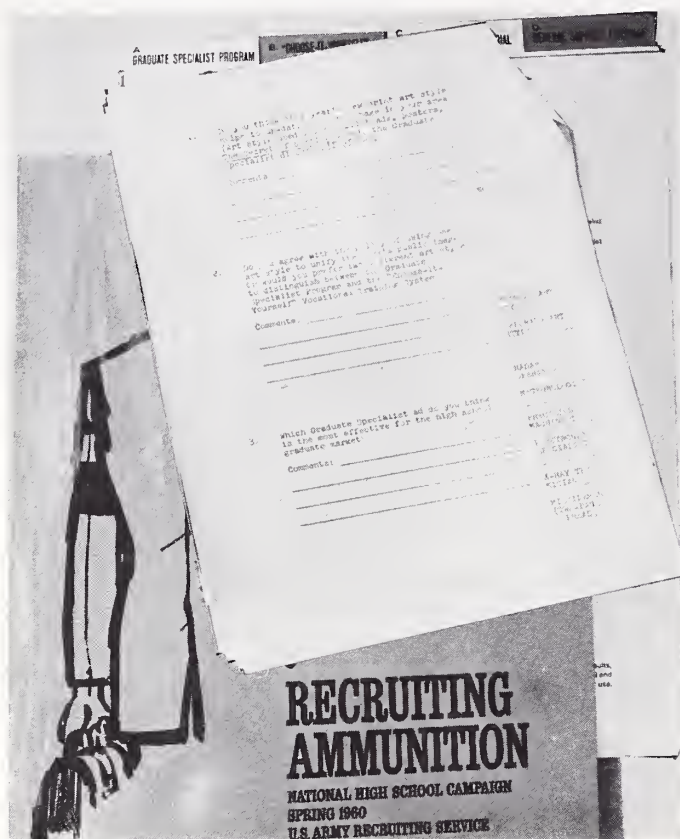
Motorists traveling major routes near Baton Rouge, La., are made aware of Army enlistment opportunities through the efforts of SFC Herman Sanders, NCOIC of the Recruiting Station in that city. Six colorful billboard signs were made and installed through the courtesy of the local Coca Cola Bottling Co. Sergeant Sanders selected the sites and obtained permission from property owners for their erection.



Mr. Ralph Gilman, Army veteran and manager of the Dade County Auditorium in Miami, Fla., stands under the marquee which displays Army advertising as part of a coordinated Army outdoor advertising campaign in metropolitan Miami. Supplementing this marquee was a 15'x50' recruiting outdoor banner in color, and car cards displayed in the busses of the four major companies of Miami. This coordinated publicity effort was instituted by Capt John L. Buckley, CO, Miami USARMS.



# Informal Analysis of Response to Recruiting Questionnaire



The recruiting program for non-prior service personnel has been rolling along and, according to enlistment figures, has been piling up a remarkable record—more remarkable than any recruiting program in recent Army history.

Even when things are going well, and we are stepping along according to schedule, it is important that we pause now and then to review the situation from an objective overall viewpoint.

As we all know, a publicity and advertising campaign, to be effective must be carefully planned, and each year's campaign is planned in just such a deliberate manner. But before this year's campaign was fully decided upon, a background study of Army recruiters' opinions was made through a Recruiting Questionnaire in the *Recruiting Ammunition Kit*, distributed in February 1960.

The questionnaire revealed many meaningful indications of recruiter opinion concerning various facets of current Army advertising.

The conclusions given below are based on cumulative impression rather than statistical totalizing—and should be considered in light of this limitation.

Here are the long-awaited results of the questionnaire:

**Q-1.** Do you think this year's new print art style helps to update the Army image in your area? (Art style used for the print ads, posters, *The Secret of Getting Ahead*, the Graduate Specialist direct mail piece.)

**A.** The vast majority of recruiters answered "yes" to this question. They felt it is a great improvement over the past, and thought that it contributes toward a more modern Army image. A number of respondents qualified their compliments

with negative remarks about the appropriateness of recent poster art.

**Q-2.** Do you agree with the policy of using one art style to unify the Army's public image? Or would you prefer two different art styles to distinguish between the Graduate Specialist Program and the "Choose-it-Yourself" Vocational Training System?

**A.** The majority preferred a unified art style—but many checked the alternative. The unified art style supporters mention the "One Army" concept and the fact that one style would be less confusing. In the other category, typical comments implied that two art styles would help keep the programs distinct, suggesting also that variety would help generate greater interest.

**Q-3.** Which Graduate Specialist ad do you think is the most effective for the high school graduate market?

**A.** The majority checked "Missilemen" and "Electronics"—but all the other categories received good play.

**Q-4.** Did any enlistment prospects say that they had noticed Army advertising? (Print advertising? Television? Radio? Posters? If Print, in what publications?)

**A.** Roughly, about a third of the recruiters said that they noticed little or no playback in this direction. The remaining two-thirds checked many of the media alternatives noted.

**Q-5.** Did any of your enlistment prospects make specific remarks about Army advertising?

**A.** Here again, the split was roughly the same as in the previous question. But comments were extremely encouraging. A great many prospects asked the recruiter for confirmation of the "choice not chance" claim. Lots of them asked, "Say, is what you advertise about choice true?" and "What's this about choice before enlistment?" Some recruiters said that several of their prospects remarked positively about Army advertising *per se*. Other comments pointed out playback from booklets and mailers. In rare cases, prospects brought in ads. In a few instances, prospects mentioned no advertising but asked for "information without obligation." (There were indications that TV stations still run animated commercials produced four or five years ago.) A surprising number of prospects asked for programs by name and said they "saw it on TV."

**Q-6.** Which "Choose-it-Yourself" ad do you think is most effective?

**A.** "Auto Mechanic" was labeled as most effective by the majority of recruiters. "Crane Operator" and "Helicopter Mechanic" were also mentioned very frequently—although "Welder" and "Photographer" were not far behind.

**Q-7.** This year's advertising emphasized two basic Army enlistment advantages: 1) Choice *before* enlistment. 2) Choice of modern technical training. Which one adapts best to your local tie-in publicity program?

**A.** The vast majority of recruiters asked for "choice before enlistment"—pointing out that this general theme is best suited to their local tie-in publicity programs—and to their sales talks as well. Many noted that other services offer technical training choices—but only the Army offers choice before enlistment. Other recruiters suggested that both advantages usually work together, and checked the latter alternative.



**Q-8.** Has the Graduate Specialist direct mail piece been effective in lining up qualified prospects?

**A.** Some reported fabulous returns—others poor ones. Some remarked on the fact that high school seniors are deluged with direct mail material around graduation time. They offered this as a reason for poor returns. (There may have been some confusion about which mailing piece we were referring to. This may explain the unusually varied results.)

**Q-9.** Is the selling strategy employed in *The Secret Of Getting Ahead* similar to the general strategy you use when making a sales pitch to a high school graduate prospect?

And does this booklet answer many of the questions often asked of you by high school graduates?

**A.** The answers to both questions were almost 100% "yes." Many recruiters consider this booklet the best they have ever received. Others said they have schools calling them for more copies. Several indicated that they base their high school talks on it. A majority indicated that they need many more copies than they can get. Approximately 3 out of 4 recruiters wrote extremely favorable comments about the value of the booklet in their local recruiting efforts.

**Q-10.** Do Graduate Specialist prospects really believe that they will get the letter of guarantee? About how many of these did you arrange in 1959?

**A.** The trend here was constant and almost completely uniform. Most of the prospects are still skeptical about receiving the letter until they actually get it; or see carbon copies of letters sent to other prospects; or have the procedure carefully explained by the recruiter. All recruiters felt the letter to be an invaluable and indispensable sales tool. A great number of recruiters noted that disgruntled World War II/Korea veterans (fathers, uncles, teachers, etc.) continue to precondition prospects to skepticism in regard to Army promises.

**Q-11.** Do high school drop-outs ("Choose-it-Yourself" prospects) resent the Graduate Specialist Program? Or are they unaware of it?

**A.** Answers to this question were extremely uniform in terms of resentment: very few drop-outs resent the Graduate Specialist Program. The "why" of this splits into several areas—all with roughly equal mention. While many recruiters said that drop-out prospects were aware of the high school graduate program, they felt that few resented it because the "Choose-it-Yourself" option offered an excellent alternative. Naturally, quite a few recruiters said that their drop-out prospects were not aware of the Graduate Specialist Program—and since recruiters did not make a practice of enlightening them, no resentment results. In the remainder of the cases (also quite a few), the recruiters thought that drop-outs acknowledged the fairness of the situation—realizing that more education should mean more privileges. In four or five cases, respondents said that they actually talked several students into staying in school or going back because of the Graduate Specialist option. Others mentioned that existence of this option delights teachers and guidance counselors—and points up the educational advantages of the Army in a manner which rubs off on and lends support to Army claims as a whole.

**Q-12.** Which broadcast medium seems to work best in your area? Please grade from 1 (the best) to 4 (the worst).

**A.** There was tremendous variance in the grading. Without statistical percentages, several significant generalities were apparent. According to many respondents, the effectiveness of radio *spot* commercials outweighed radio *shows* in individual local areas. A considerable number of recruiters asked for disc commercials—noting that tapes and scripts are much more difficult to place.

**Q-13.** This year's monthly radio spot advertisements will not specify either the Graduate Specialist Program or the "Choose-it-Yourself" Vocational Training System because radio audiences include *both* kinds of prospects. Do you agree with this policy? Or would you prefer that we make separate spots about each?

**A.** The majority of recruiters agreed wholeheartedly with the policy as stated—namely, general "choice before enlistment" spots. They noted that this approach should bring prospects into recruiting stations for more information, and the recruiter would be free to advise them concerning the most suitable enlistment option.

**Q-14.** What percentages of your prospects do you estimate are interested in the following areas? (Regardless of objectives or availabilities.)

**A.** The percentage breakdown below is based on cumulative impression:

Graduate Specialist Program.....	25%
"Choose-it-Yourself" System .....	50%
Military Options .....	15%
Indifferent .....	10%

Response varied greatly in some areas. Most recruiters claimed less than 5% indifferent prospects—but this figure was swelled to a larger average since a few areas reported more than 25% of their prospects in the "indifferent" classification.

**Q-15.** Would you like to see more or less advertising of: Graduate Specialist Program; "Choose-it-Yourself" System; Travel Options; Military Options.

**A.** With exceptions, trends followed these lines: Graduate Specialist advertising could have less emphasis if it would mean placing more stress on the "Choose-it-Yourself" program. (Many wanted more sell on "C-i-Y"—their best-selling program.) More than a few asked for extra travel advertising in addition to current emphasis. Many said "the more advertising the better" and checked them all. Very few asked for more Military Option advertising—and many suggested less.

**Q-16.** What's your opinion of the effectiveness of Camden Frame posters in your area?

**A.** Almost unanimously, recruiters commented negatively on the past Camden Poster situation. In particular, they challenged three major areas: 1) Durability of paper posters and nuisance of maintaining them. 2) Lack of art realism and copy legibility in recent posters. 3) Questionable effectiveness of Camdens in general except for use in establishing the local recruiter's address. In a constructive vein, a large majority of recruiters suggested permanent-type Camden posters carrying more realistic art and more legible copy.

**Q-17.** How many Camden Frames do you feel you can effectively maintain in your area?

**A.** The answers to this question were heavily influenced by the negative response to Question 16. Noting the word "effectively," many recruiters answered "none." However, the majority supplied figures appropriate to their local areas. An average was not taken.

**Q-18.** Do you have any over-all comments or opinions about areas not touched upon so far in the questionnaire?

**A.** This section contained a great many valuable suggestions—many of which were excellent as they stood, others which served to stimulate further exploration. All are currently undergoing analysis for possible inclusion in future plans.

NOTE: Approximately 2000 questionnaires were sent out. More than 700 were returned. Members of the Army Recruiting Service merit commendation for this outstanding response.



## Getting Near the Public

A new policy adopted by the Indianapolis, Indiana, USARMS, which allows any recruiter with six or more men to enlist to hold appropriate enlistment ceremonies in his community, has sparked a new high in civic responsibility, Army interest, and pride, at the grass root level that is spreading throughout the state.

The first recruiter to initiate the policy was SFC Howard McGee of Logansport. When he notified the USARMS that he had nine men, called the Cass County Squad because Logansport is in Cass County, "ready to ship," the wheels were put in motion for a close range military-civilian relationship with long range recruiting dividends.

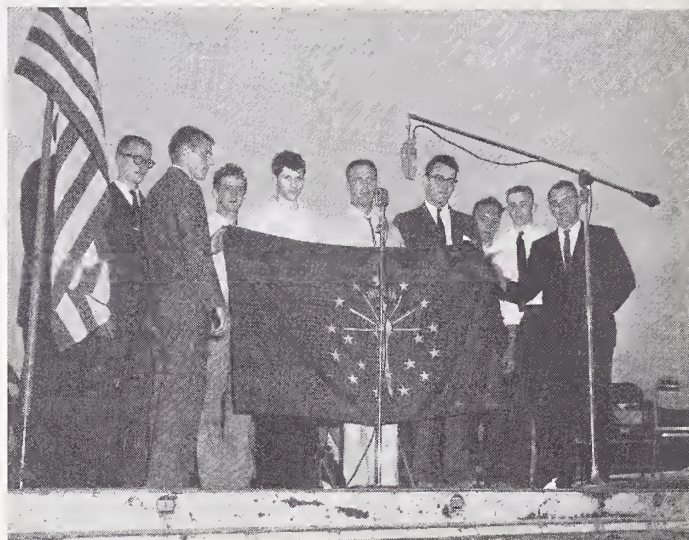
Indianapolis USARMS personnel spent two days in Logansport arranging for the ceremony and meeting local townspeople who wanted to assist. With the exception of men and women who had served in the Armed Forces, this was the first time the public at large had witnessed a swearing-in ceremony.

Logansport rolled out the red carpet for members of the Cass County Squad with these results: A movie without charge; a special dinner attended by Mayor Otto Neuman and other dignitaries; a police escorted motorcade through the city in new convertibles donated for the occasion; a Miss Army Recruiter to act as hostess at the ceremonies; a dance in their honor; and identification bracelets from the city as lasting keepsakes of the day.

Maj John B. Moore, Indianapolis USARMS commander, administered the Oath of Enlistment.

In his address at the ceremonies, Mayor Neuman said that he was grateful "for the opportunity to thank you (the squad) for your contribution to the defense of our county, and next year we're going to have a Cass County Platoon."

More than 400 people attended the ceremonies.



**THE INDIANA STATE FLAG** is presented to members of the Cass County Squad during enlistment ceremonies held in Logansport, Ind., by the mayor of that city.

## Miami USARMS Comes in First In Outdoor Advertising Campaign

Famous Hialeah Race Track in Hialeah, Florida, would appear to be one of the least feasible places at which to sell the U. S. Army Recruiting Service, but sold it was, during the third race one day.

It all came about because Mr. Everett Clay, who is director for Hialeah Race Track, is also president of the Outdoor Advertising Association of Miami. Through Mr. Clay's efforts with the Webster Outdoor Advertising Company, a commitment was obtained from Webster for a painted outdoor advertising spectacular for U. S. Army recruiting in metropolitan Miami.

Utilizing a Department of the Army die-cut for the illustration on the bulletin, the coloring was faithfully reproduced on the sign. Copy is in blue and red on a white background. Completed and placed in position for display precisely at high school graduation time, the commercial rental value of the location is \$400 per month. The plan is based on a 12-month period of rotation in preferred locations in metropolitan Miami. Approximately \$5,000 will eventually be donated in advertising by Webster Outdoor Advertising Company to the Miami USARMS.

Currently situated at one of the heavy traffic arteries in Miami where converging bridge traffic funnels to the famous

Orange Bowl, the 15'x50' painted Army banner will greatly enhance the Regular Army procurement effort.

Details and planning for this excellent publicity project were completed by Capt John L. Buckley, commanding officer, Miami USARMS, and Sgt D. Livingston, USARMS info-supervisor.



**IN THE CITY OF MIAMI, FLA.,** where outdoor living is routine because of the excellent climate, outdoor advertising is effective advertising. Donated by Webster Outdoor Advertising Co., this 15'x50' painted sign for the Miami USARMS would be sold commercially for \$400 per month. The illustration is an exact reproduction in color from a Department of the Army die-cut.



## Diverse Talents

Hollywood singing stars are not the only ones that have fan clubs and receive requests for autographed pictures. SFC Raymond G. Chamberlain of the Sharon, Pennsylvania, Army recruiting station, has his own fan club and has answered hundreds of requests for autographed photographs of himself.

Listeners of Radio Station WFAR are used to hearing the "Singing Soldier" (copyrighted) enthusiastically selling Army careers between songs. The talented sergeant, who plays the guitar and sings country-style songs, has been in the entertainment field since he was a youngster. He appeared on the Wilken's Amateur Hour over KDKA-TV, Pittsburgh, twice, and won first prize both times. He made his first appearance when he was 16.

Always ready and willing to assist church and social groups, Sergeant Chamberlain recently serenaded the audience of the St. Joseph's Man-Maid Minstrel with "The Little Shirt My Mother Made For Me."

An accomplished speaker, as well as singer, the versatile sergeant, who is self-educated through USAFI, was selected by members of his Toastmasters Club, most of whom are college graduates and professional engineers, to represent them in the Toastmasters International dinner and speech contest in New Castle, Pennsylvania.



**POPULAR RADIO STAR, SFC Raymond G. Chamberlain of the Sharon, Pa., recruiting station, serenades the audience of the St. Joseph's Man-Maid Minstrel Show of a Parent-Teacher Association event. The talented sergeant, who plays the guitar and sings country-style songs, appears weekly over Radio Station WFAR, Farrell, Pa., on his own recruiting show.**

## With Special Effects

Members of the Albany, New York, USARMS made a big hit with over 400 youngsters when they participated in a PTA sponsored "Country Fair" at the Southgate School, Loudenville, New York.

The recruiters obtained large wall tents to house a weapons display, a unique "U. S. Army Missile Family" display, and to show the "This Is Your Army" movie in a continuous projector.

The show-stopper for the event turned out to be two "Junior Spaceships" called "Elmo." Youngsters were allowed to sit inside the spaceships wearing a space helmet and operating dummy controls which included steering controls, a buzzer for emergency bail out and foot peddles which operated blinking lights. Maps of the universe decorated the inside walls. These spaceships were constructed and loaned by the Schenectady Army General Depot for the event.

Sparkplug for Army participation was MSgt John Litherland of the Albany Recruiting Station, who firmly believes that favorable impressions of the Army created for youngsters at an event like this will last indefinitely.



**IN ANOTHER WORLD is the theme, as children, who like to pretend, await their turn to take a space ride in one of the two junior spaceships set up for the PTA sponsored "Country Fair" at the Southgate School, Loudenville, N. Y., by Albany USARMS. MSgt John Litherland, Albany recruiter, adjusts a space helmet on one youngster as Mrs. Harold P. Goodrich, co-chairman of the event and wife of Albany's RMS commanding officer, Capt Harold P. Goodrich, lines up others for their rides into space.**

## Guts

It may be frowned upon in polite society circles, but it is a good old Anglo-Saxon term, and one to be cultivated by every man in the Army Recruiting Service. Heart isn't the only thing a successful canvasser needs. Stomach is called for, too.

You who have walked the streets from morning until night, day after day, with no breaks in the way of acceptances;

you who have been rebuffed, seen likely-looking prospects fail to pass inspection at the main station; you who have felt disheartened, discouraged, beaten, and still found stamina and staying power to fight Fate right back with the old grin and Regular Army spirit—you are the men who know what it means to have "guts." You are the men who will make good, in any walk of military or civil life.

\* \* \* \*

FIFTH U. S. ARMY has an enterprising, go-getter recruiter in SFC Walter J. Workman, of La Grange, Ill., who successfully obtained full-page advertisements in four newspapers in his local area. Sponsored by 18 business firms of La Grange, the ad pointed out "Choice of Vocational Training."



# TOPIC OF CONVERSATION Placed on Mutual

The new TOPIC OF CONVERSATION series of radio programs has been accepted for weekly use by the Mutual Broadcasting System. Mr. Frank Miller, Director of Programs for Mutual, announced that the series will be aired each Saturday at 12:35 P.M., Eastern Standard Time, starting on September 17th. This 13-week, 25-minute discussion series will run through the 10th of December, at which time it will be available for local programming.

The series, produced and directed by 1st Lt Stephen B. Friedheim, has received excellent support and cooperation from Guidance Organizations, Youth Organizations, the National Chamber of Commerce, *Seventeen* magazine, and the National Education Association. These organizations have offered to promote the series in announcements to their members and subscribers.

Each program is spontaneous and unrehearsed, except for advance questions that are distributed to each participant to align the discussion to cover a specific area. Many additional, valuable questions and comments develop as the discussion progresses.

The moderator for the series is MSgt Stuart Queen, whose voice and face are familiar to millions through his appearance as host of THE BIG PICTURE series.

The titles and participants for each program and the day it will be aired by the Mutual Broadcasting System are listed below. To insure the program's use in your area, the local Mutual Broadcasting station should be contacted for information as to its desire to take the program from the network.

## *Show One—The American College Today and Tomorrow* Sept 17

Guests: Dean Mitchell Dreese, George Washington University; Dr. Gilbert Wrenn, Minnesota University; Mr. Richard Fryklund, reporter for the *Washington Evening Star*; Col Robert W. Sylvester, Educational Liaison Officer, Department of the Army.

## *Show Two—American Youth Fitness—Today* Sept 24

Guests: Dr. Shane McCarthy, Chairman of the President's Committee on Youth Fitness; Lt Bob Anderson, Army West Point All-American; Mr. Lou Means, Director of Special Projects—"Operation Fitness"—American Association for Health, Physical Education and Recreation of the National Education Association.

## *Show Three—American Youth Programs in Action* Oct 1

Guests: Dr. E. W. Aiton, Director of the National 4-H Program with the Department

of Agriculture; Mr. Elmaar Bakken, National Director of the Division of Relationships for the National Boy Scout Headquarters; Mrs. Frances Hesselbein, a National Representative of the Girl Scouts of America; Mr. Frank Mueller, of the National Chamber of Commerce.

## *Show Four—Are Today's Young People Being Prepared for Life's Work in High School?* Oct 8

Guests: Dr. Lawrence G. Derthick, Commissioner of Education, Department of Education; Dr. Ellsworth Tomkins, Executive Secretary of the NASSP; Col John W. Rodgers, Educational Liaison Officer, Department of the Army; Dr. John Miles, Education Department, National Chamber of Commerce.

## *Show Five—American Youth as a Consumer* Oct 15

Guests: Mr. Don Layman, Vice President and Advertising Manager of Scholastic magazines; Mrs. Enid Haupt, Editor and Publisher of *Seventeen*; Mr. Eugene Gilbert, Market Researcher; Mr. John Beaumont, Director of Distributive Education, U. S. Department of Education.

## *Show Six—How Serious is the Delinquency Problem?* Oct 22

Guests: Dr. William Kvaraceus, of the NEA, Professor at Boston University; Commissioner Ralph W. Whelan, Commissioner of Youth Service and Executive Vice Chairman of the New York City Youth Board; Mr. Louis J. Lefkowitz, Attorney General New York State; Mr. Andrew J. Seidler, Executive Director of the Youth Counsel Bureau, New York City District Attorney's Office.

## *Show Seven—American Youth Ambassadors Around the World* Oct 29

Guests: Mrs. Helen Waller, Director of the *New York Herald Tribune* Forum; Mrs. Gertrude Cameron, of the Office of Educational

Exchange, Department of State; Mr. George Edgell, Assistant Director of the American Field Service; Miss Ann Verner, senior at Washington and Lee High School, Arlington, Virginia.

## *Show Eight—The American Youth as an Automobile Driver* Nov 5

Guests: Col Carey Jarman, Superintendent of the Maryland State Police; Mr. Stanley Abercrombie, Assistant Director of the National Commission on Safety Education of the National Education Association; Mr. W. E. Albright, Deputy Director of Safety for Department of the Army; Mr. Earl Allgaier, Research Engineer, Traffic Engineering and Safety Department of the American Automobile Association.

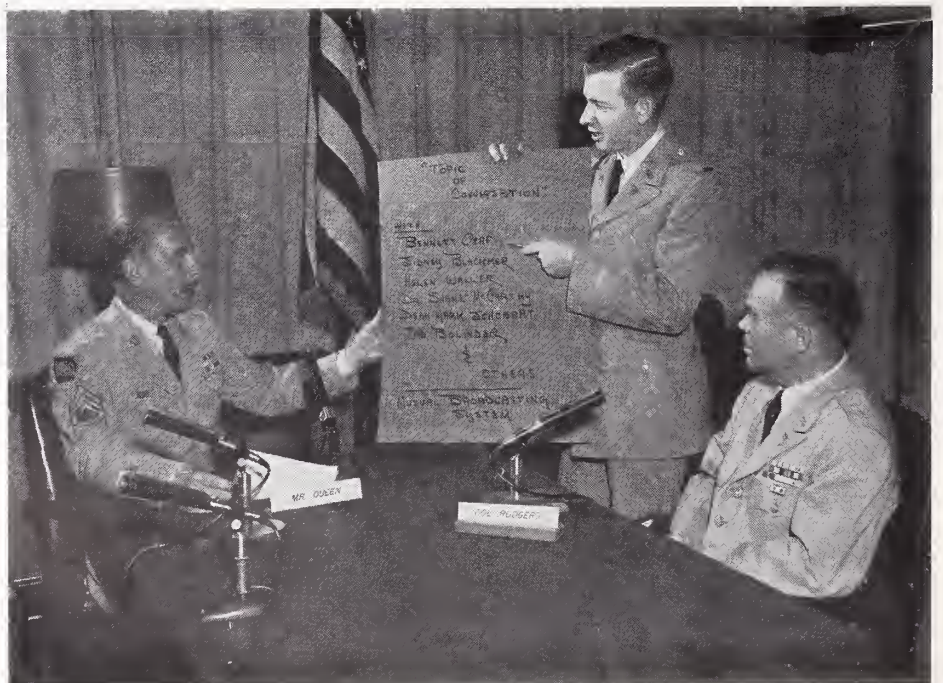
## *Show Nine—Guidance—The Keystone in the Arch of American Education* Nov 12

Guests: Miss Kathryn Cook, Director of Guidance for the Arlington County, Virginia, Public School System; Mr. Carl McDaniels, Assistant Director for Professional Relations of the American Personnel and Guidance Association; Dr. Herman Peters, Professor of Guidance at Ohio State University; Dr. Max Wise, Professor of Guidance at Columbia Teachers College; Col Robert W. Sylvester, Educational Liaison Officer for the Department of the Army.

## *Show Ten—American Youth and Religion* Nov 19

Guests: Maj General F. A. Tobey, Chief of Army Chaplains; Rt. Rev. James A. Pike, Protestant Episcopal Bishop of California; Monsignor Joseph Schieder, in charge of Catholic Youth Activities facilities; and a Jewish representative uncommitted at this time.

(Continued on page 17)



TOPIC OF CONVERSATION, a series of 13 half-hour radio programs, will be carried by Mutual Broadcasting System this fall. Cal Jahn Rodgers (right), Educational Liaison Officer, Department of the Army, participates in the series. It is produced and directed by Lt Stephen B. Friedheim (center) and narrated by MSgt Stuart Queen (left).



# "Army '60" Premieres This Month

"This Is The Army '60"—an exposition of U. S. Army progress telling of the vast and radical changes wrought by the evolution in technology and methods of war—makes its debut this month.

Emphasizing a theme of "Power on Land" and the vital and complex roles of the Army's seven Technical Services in support of the combat soldier, the exhibit—covering approximately 6,000 square feet—will show Atomic Age Army readiness, and point up the superb training and equipment of the modern Army soldier.

Sponsored by the Secretary of the Army and produced by the U. S. Army Exhibit Unit—an activity of the Chief of Information—"This Is The Army '60" is the third in a series of annual exhibit progress reports to the public.

In displaying the myriad technical innovations and achievements of the Army, the exhibit also emphasizes the high-caliber personnel needed to keep pace with the ever-widening scope of modern Army operations. Herein lies the exhibit's recruiting potential whereby alert recruiters may exploit their prospects' inherent "desire to belong"—with positive proof of the Army's wide range of specialty fields.

Manning the various integrated dis-

plays will be hand-picked enlisted representatives of each Technical Service. Utilizing trained enlisted technicians to interpret the complexities of their special fields will generate interest and provoke a favorable response in the attitude of the public towards today's Army and the modern soldier's place in it.

Plans for presenting the exposition call for it to be shown in the First Army Area. At press time, First Army's itinerary was being finalized with show dates running from late September through December. The First Army Information Officer has over-all responsibility, with local Project Officers (mostly Army Recruiting Service personnel) designated as responsible agents for individual showings.

"This Is The Army '60" consists of eight separate display elements, equal in size, featuring the Technical Services and the Chaplains. This huge array of technical exhibits will surround a colorful Infantry-Armor-Artillery centerpiece—focal point of the comprehensive and impressive presentation of the modern Army's mission, goals and progress.

Including a variety of audience-participation features, motion pictures, slide presentations, narrated tapes, actual equipment, scale models and informative pan-

els, the exhibit will cover a wide range of interests for the most discerning visitors.

Recruiters having the opportunity to work with the exposition when it comes to their areas will have a firsthand opportunity to see some of the end results of their efforts to place qualified enlistees in high skill level fields. Many of the talented craftsmen who designed and fabricated "This Is The Army '60" were enlisted directly for the Army Exhibit Unit under the provisions of AR 601-234.

The Army Exhibit Unit has a continuing requirement for accomplished artists, designers, cabinet-makers, machinists, electricians, model makers, etc., as specified in the direct enlistment regulation. The production of highly professional Army exhibits is dependent, to a large degree, on alert and discerning recruiters who keep an eye peeled for talented prospects who might meet the skill requirements of the Exhibit Unit.

To thousands of Americans, "This Is The Army '60" will provide a dramatic and timely opportunity to "Meet The Modern Army." To recruiters, it will provide a dynamic hard-hitting recruiting vehicle, which, if exploited properly, will be of inestimable value.

## AMSC Officers May Receive Direct RA Appointments

Direct Regular Army appointments in the grades of second and first lieutenant may now be given to qualified civilian dietitians, physical therapists, and occupational therapists entering the Army Medical Specialist Corps.

Previously, persons entering the Corps from civilian life were required to serve on active duty as U. S. Army Reserve officers before becoming eligible for Regular Army commissions.

With the publication of the revised AR 601-124 on July 13, 1960, all of the Army Medical Service's six officer corps may now give direct Regular Army appointments. Previously, this provision did not apply to Army Medical Specialist Corps and Army Nurse Corps officers.

The regulation now provides that qualified single women without prior military service may be appointed as first lieutenants in the Regular Army if they have:

1. At least three years of appropriate professional experience, or
2. A master's degree in an appropriate specialty and at least one year of professional experience.

Regulation provisions relating to appointment of individuals with prior commissioned active duty service remain the same, except as affected by the new provisions outlined above. Provisions relating to credit for prior commissioned active duty service, and age requirements remain unchanged.

## Topic of Conversation

(Cont'd)

Show Eleven—Youth in the Arts—Drama

Nov 26

Guests: Mr. Sidney Blackmer, Distinguished American Actor; Mr. Jay Carmody, Drama Critic of the *Washington Evening Star*; Dr. Poe Laggette, Dupew Professor of Speech at George Washington University; Dr. Harold Arberg, Chief of Music Section, Special Services Division, Department of the Army.

Show Twelve—Youth in the Arts—Music and Dance

Dec 3

Guests: Mr. Mark Schubart, Dean of the Julliard School of Music; Mr. Raymond Le Mieux, Assistant Director of Music for the New York City Schools; Dr. Harold Arberg, Chief, Music Section, Special Services Division, Department of the Army; Mr. Tod Bolender, Noted Choreographer with the New York City Ballet.

Show Thirteen—Youth in the Arts—Art and Literature

Dec 10

Guests: Mr. Bennett Cerf, Publisher of Random House; Mrs. Eugenia Nowlin, Chief, Crafts Section, Special Services Division, Department of the Army; Mr. Victor D'Amico, Director of the Peoples Art Center, Museum of Modern Art, and the Chairman of the National Art Education Association; Mrs. Ruth Whitney, Associate Editor of *Seventeen* magazine.





# U. S. ARMY RECRUITING PUBLICITY 'PROPS'



## National Advertising Schedule U. S. Army Ads—September 1960

### Male Enlisted

(Full Page—Duotone)

It Happens Before Enlistment  
Scholastic Magazines—14, 21, 28  
Science World  
Choose Your Army Travel Before Enlistment  
Hot Rod  
Popular Mechanics  
Get A Real Head Start In Work You Like  
Motor Life  
Sport  
Electronics Illustrated  
Choose It Yourself Before Enlistment  
Your Career In Electronics (annual)  
Mechanix Illustrated  
Popular Science

### Educators

(Full Page—Block and White)

Educator Ad  
Scholastic Teacher  
Science Teachers World

### Reenlistment

(Full Page—Block and White)

Leadership Ad  
Army Times—3, 17

### Surgeon General's Office

(Full Page—Block and White)

Handle With Care  
Nursing World

## In Production For Automatic Distribution Later

**Announcements of items in this column are frequently followed by a small deluge of requisitions. It is unnecessary to request initial shipments of these items until after distribution has been made and the item listed under the heading "Now Available For Requisitioning From MPPD-TAGO."**

WAC Reenlistment Booklet  
Shells for "Reenlistment Interview Guide"  
RE-UP Army Bumper Sticker on VIN-L-STIX  
Selected For Success (WAC Officer booklet)  
Somebody Special (WAC Enl. Booklet) (For probable distribution in early fall)  
Pocket Guide for MOS Option Folders  
MOS Charts on 35mm slides  
MOS Charts (small) Rev.  
Instruction book for MOS Charts  
The Mark of a Man—combat specialist booklet  
Travel—permanent type poster

Specialist in Success—permanent type poster  
Choose—permanent type poster  
Combat Arms—permanent type poster  
USARADCOM Fact Sheet—Regular Army Missileman  
The Secret of Getting Ahead—reprint  
USARADCOM Fact Sheet—F-124 revised  
USARADCOM Fact Sheet—F-106 R revised  
For High School Grads and Seniors Only—reprint  
This Is How It Is—reprint  
High School Graduation folder  
Plasticoat Bookcovers  
Window Card—combat arms  
Specialist in Success—window card

## In Production For Ordering From Stock Later

**Recruiters and reenlistment personnel are asked NOT to write for any of these sales aids until AFTER the items have been listed in "Now Available For Requisitioning From MPPD-TAGO."**

TAKE ONE rack—wall model  
TAKE ONE rack—table model  
TAKE ONE rack—floor model  
Military Guidance in Secondary Schools  
U.S. Army Band option folder  
Electronics option folder  
Military Crafts option folder  
Precision Maintenance option folder  
Electrical Maintenance option folder  
Graphics option folder  
Combat Specialties option folder  
General Technical option folder  
Clerical option folder  
Motor Maintenance option folder  
Special Forces option folder  
Intelligence option folder

## Now Available For Requisitioning From MPPD-TAGO

**Should you desire any of the following recruiting or reenlistment sales aids, make requests through channels to The Adjutant General, Department of the Army, Washington 25, D. C.; Attn: AGSN-M. Requests should contain the complete title of the instrument desired, together with the identifying symbol (bug). The bug normally appears in the lower right hand corner of the outside back cover of each booklet.**

The World Is Waiting—89-434  
Information Request Card for TAKE ONE rack—911-494  
Spreading the Word (Public Relations Manual)—611-130  
What Are Your Son's Chances Of Making Good—LB-681  
Straight Talk About Staying In School—LBX-529



Army Occupations And You—Revised 1959  
 The Army And Your Education—LB-326  
 Enlisted Pay Folder—910-432  
 Airborne Option Folder—911-476  
 Choose Before Enlistment (Road building) 24-sheet billboard poster  
 Choose Before Enlistment (Road building) car card  
 Sorry I Missed You (recruiter calling card)—910-426  
 Meet The Modern Army—05-98  
 For Men Only—100  
 Pick Your Vocational Training—102  
 Male Enlisted Die Cuts, 70" Summer and Winter Uniform  
 Male Enlisted Die Cuts, 24" Summer and Winter Uniform  
 Choose Before Enlistment (missile theme) car card

## Women's Army Corps Materials

WAC Enlisted Die Cuts, 67" Summer and Winter Uniform  
 WAC Enlisted Die Cuts, 21" Summer and Winter Uniform  
 WAC Enlisted Direct Mail Piece

## Reenlistment Publicity Materials

Always Ready To Lend A Helping Hand (reenlistment) billboard poster—24-sheet  
 Re-Up Window Card, 11 x 14"—89-130  
 Re-Up Army Bumper Stickers (Scotchlite)—710-248  
 Replacement Cards for Reenlistment Interview Guide—84-116  
 Career Counselor, 11 x 14" window card without easel—83-632  
 The Army As A Career—810-208  
 All Present Or Accounted For (booklet) presentation guide for the film of the same title—82-546  
 90-Day Wondering—handout—810-168  
 A Word To The Wives—98-120  
 Desk Piece—Re-Up Army—810-178

## Radio

### Transcribed Weekly Programs

#### *Army Bandstand*

This is a very popular 15-minute program designed for young America listener appeal. It features the music of the U. S. Army Band Orchestra, conducted by Lt Col Hugh Curry. On alternate weeks music makers such as Dick Williams, Pat Boone, Ray Ellis, Richard Hayman, etc., mount the bandstand with their programs. Tunes and talent appearing on September's programs are:

*Program 117* for release week of September 5 features Dick Williams. Dick sings *I Cried For You*, *Love Letters*, and *No Fool Like An Old Fool*.

*Program 118* for release week of September 12 features the U. S. Army Band Orchestra and guest U. S. Army Specialist Steve Lawrence. Steve sings *Let's Face The Music And Dance* and the U. S. Army Band Orchestra plays *Skin Deep* and *Betrayal At Bowie*.

*Program 119* for release week of September 19 features Ray Ellis. Ray plays *Heat Wave*, *Gypsy In My Soul*, and *Lullaby Of Broadway*.

*Program 120* for release week of September 26 features the U. S. Army Band Orchestra and guest U. S. Army Specialist Steve Lawrence. Steve sings *Taking A Chance On Love* and the U. S. Army Band Orchestra plays *The Eagle Screams*, *The Floater*, and *Jane's Jump*.

## *Country Style U.S.A.*

Top-notch Country and Western artists appear this month on the Recruiting Publicity Center's weekly transcribed series, which continues to be one of the most popular transcribed radio shows produced by RPC and is currently broadcast by 2,033 stations. The talent for the month of September includes Hank Snow, Marvin Hughes, Roy Druskey, Daryl McCall, Warner Mack, Faron Young, and Carl Blue.

*Program 264* for release week of September 5 features Hank Snow with guest Marvin Hughes. Hank sings *I'm Moving On*, *Among My Souvenirs*, and *Tangled Mind*. Instrumental is done by guest Marvin Hughes.

*Program 265* for release week of September 12 features Roy Druskey with guest Daryl McCall. Roy sings *Anymore*, *I'm So Helpless*, and *Another*. Guest Daryl McCall sings *Ages And Ages Ago*.

*Program 266* for release week of September 19 features Warner Mack with guest Roy Druskey. Warner sings *Honky Tonk*, *My Love For You*, and *Is It Wrong*. Guest Roy Druskey sings *Anymore*.

*Program 627* for release week of September 26 features Faron Young with guest Carl Blue. Faron Sings *There's Not Any Like You Left*, *Is She All You Thought She Would Be*, and *To Be Alone With You*. Guest Carl Blue sings *Am I That Easy To Forget*.

## *The Steve Lawrence Show*

Voted "best 15-minute radio program offered by any of the Armed Forces on public service time." Four packages of 14 shows per package have been released. Series five will be released in September and series six released in December. This program features prominent guests such as Richard Hayes, Bobby Hackett, Alan Dale, Benny Goodman, and others. Is available for weekly airing by radio stations.

## *Army Hour*

On the 100th Anniversary of the birth of John J. (Black Jack) Pershing, the *Army Hour* will air a special radio program honoring his memory. September 13 is the actual date of General of the Armies Pershing's birth, and during that week the program will be heard over the Mutual Network, as well as some 600 independent radio stations in the United States, and 125 Armed Forces radio stations overseas.

The program comprises the full, long span of General Pershing's illustrious career. It begins with a boy of five watching soldiers return from the final campaign at Appomattox Court House; it follows him through the Indian Wars; the Spanish-American War; the pursuit of Pancho Villa; and the culmination of his brilliant record as he leads the American Expeditionary Force to victory in World War I.

To commemorate the anniversary of the birth of the only man in history to hold the rank of General of the Armies, *Army Hour* will feature the following music on the program: *The Black Jack March*, *My Buddy*, *The General Pershing March*, and a World War I medley of *Over There*, *The Yankee Doodle Boy*, *Give My Regards To Broadway* and *You Are A Grand Old Flag*.

## Network Programs

(These programs are listed for informational purposes only; not available for requisitioning.)

## *At Ease*

Saturdays 1835-1855. Soft music for relaxing mood by  
 (Continued on page 20)



## Publicity Props (Cont'd)

the U. S. Army Band Orchestra and Chorus, with all time favorites setting the pace. Over The American Broadcasting Network.

### *Songs By Steve Lawrence*

Saturdays 1230-1300 (New York broadcast Sundays from 0815-0845 hours). Aired over the Columbia Broadcasting System Network and featuring songs by Steve Lawrence and the music of the U. S. Army Band Orchestra under the direction of Lt Col Hugh Curry.

### *Topic of Conversation*

Saturdays starting September 17 at 1235 EST over the Mutual Broadcasting System. New series of discussion programs about today's young Americans.

### *Mutually Yours*

Thursdays starting September 8 at 1905 EST over the Mutual Broadcasting System. Features the Army Chorus.

## Films

### Commercial Film

(See AR 360-5 and Change 4, June 19, 1958)

### *"G. I. Blues"*

Paramount Picture, produced by Hal Wallis Productions, featuring Elvis Presley and co-starring Juliet Prowse. To be released Thanksgiving Day to 500 theatres simultaneously. Elvis sings 10 songs, from rock-n-roll to lullaby. An entertaining picture for teen-age and Presley fan groups. Army recruiters can get good exposure of exhibits and recruiting posters to potential non-prior service groups by cooperating with theatre managers showing this film. Has full cooperation of DOD and Dept. of the Army.

## Convention Time in Long Island



MSgt Milton Bauer (left), NCOIC, Levittown RS, explains opportunities offered by the Modern Army to officials of American Legion at the 42nd annual American Legion Convention.

# OFFICIAL RECRUITING BOX SCORE

Where do you stand?

Percentages attained of assigned objectives  
**June 1960**

U. S. ARMY AREA	NPS	PS	WAC	COMBINED
First	66.1	59.3	95.0	66.3
Second	136.9	116.9	113.5	133.7
Third	107.2	93.5	122.2	105.3
Fourth	123.6	122.4	152.5	124.2
Fifth	115.7	117.3	116.1	115.9
Sixth	102.8	108.9	111.3	103.8
Total	109.5	105.1	116.0	109.2

Source: RCS AG-54 Report

### Final Standings—Fiscal Year 1960

U. S. ARMY AREA	NPS	PS	WAC	COMBINED
First	87.3	86.5	84.4	87.2
Second	110.8	106.7	105.9	110.0
Third	94.0	98.1	114.0	95.2
Fourth	110.3	114.4	105.4	111.0
Fifth	97.2	111.4	113.8	99.2
Sixth	98.2	110.1	106.9	100.1
Total	99.3	105.1	105.1	100.3

Source: RCS AG-54 Report

### July 1960 "Flash" Results

U. S. ARMY AREA	NPS	PS	WAC	COMBINED
First	83.2	74.1	58.3	81.4
Second	100.8	94.7	102.7	100.0
Third	104.7	96.0	77.8	102.3
Fourth	105.7	107.8	102.5	106.0
Fifth	98.9	112.0	83.9	99.8
Sixth	84.5	105.2	81.1	87.1
Total	96.0	99.0	84.6	96.1

Source: AG-185 Report



# CO-OPERATION! That's What it Takes



Mr. August A. Busch (center), president of the St. Louis Cardinals, holds a Department of the Army Certificate of Appreciation presented to him by Mr. Dovid R. Calhoun, Jr. (left), civilian aide to the Secretary of the Army for the St. Louis area. Maj Gerald M. Lang, St. Louis USARMS commander, is on the right. For the past six years, Mr. Busch has maintained a policy under which uniformed military personnel have been admitted without charge to baseball games at Busch Stadium.



Maj Welch C. Bryant (right), Nashville USARMS commander, presents a Certificate of Appointment as Honorary Recruiter to Mr. Leonard M. Dawson, general manager, WCDT, Winchester, Tenn., for immeasurable assistance to the over-all mission of the Army Recruiting Service. Looking on are 1st Lt Ruth Raffee, WAC recruiting officer, and SFC Cecil Sprogue, local Army recruiter.



Mrs. DeAlva M. Youles, eleven years the clerk of Local Board #96, Valdosta, Ga., receives a Certificate of Appointment as Honorary Recruiter for a like amount of faithful service and assistance to the assigned area recruiters. Presenting the award is Capt A. P. Runyon, Jacksonville USARMS recruiting officer. Also present are (left to right) MSgt Neil A. Leist, local area recruiter; Mr. Hamilton B. Lee, Jr., State field auditor for Georgia-SSVC system; Mr. Joe H. Holmes, local board chairman; Mr. R. M. Milam, Sr. and Mr. J. Frank Southwell, both members of Local Board #96.



Mr. J. W. Gerretson, clerk of Local Boards #12 and #14, which serve all registrants in a three-county area in northwest Florida, receives appointment as Honorary Recruiter from 1st Lt David A. Hacking (left), Jacksonville USARMS. Mr. Gerretson has been instrumental in the enlistment of hundreds of young men through the local recruiters. At the presentation are local recruiter, MSgt Neil A. Leist, and Col Harold C. Wall (right), State Director of Selective Service.



# BIG PICTURE 1960-61 Season Starts

Nobody, not even DeMille who produced nothing but box office successes in his long career, has ever concocted a recipe for making assured film hits, but a three-point formula seems to have evolved for THE BIG PICTURE. The triple requirements are:

1. The film presentation must contain one or more of the Information objectives.
2. It must be a type of documentary that will appeal from the entertainment point-of-view and is in the best interests of the public.
3. It must be an attractive and stimulating vehicle for utilization in the troop information program.

All of which doesn't mean a picture not qualifying under the three-point formula can't be a success on THE BIG PICTURE. But it does mean that films conforming to these requirements are the surest bets.

The big news for this issue of the Journal is the list of TV episodes being readied for release in October, start of the 1960-61 season for the Army series:

Project MAN

I Am The Guard

History & The Army (Operation Cartwheel)

History of Stars & Stripes

Junior Essex Troop & Ramparts We Watch

Pay-Off in The Pacific (Part I)

Pay-Off in The Pacific (Part II)

Tribute to The Freedoms Foundation

(Excerpts from "Ottumwa, USA," "Operation Mercy,"

"The Eisenhower Story," "A Debt is Honored," and

"People to People.")

Battle of North Africa (Part I)

Battle of North Africa (Part II)

Disaster Relief

Old Glory

Lead Dog & Camp Century

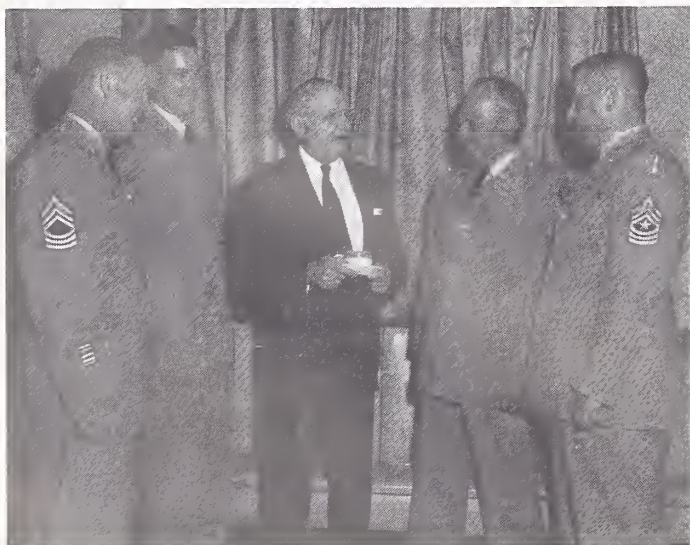
Stepped-up behind-the-scenes activity is giving rise to hopes

that remaining episodes of the 60-61 season will soon be under way and "in the can" to enable promotion staffs ample time for a good advertising campaign. Unlike previous years for the television series, the sources for stock footage no longer exist. Historical subject material has been thoroughly covered, and more and more new "live" shooting must be accomplished.

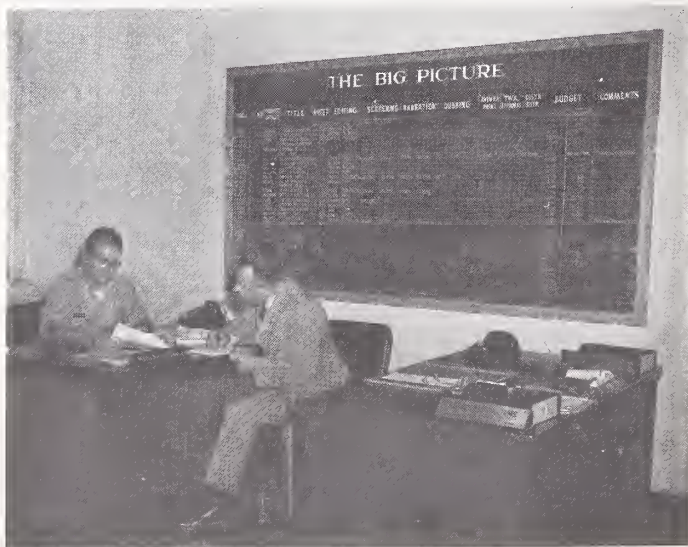
Negotiations are under way for coverage of the Army Language School and the Combat Development Experimentation Center as well as a full episode on the United States Army Band. In Europe, filming will be under way this fall on "Soldier in France" and "American Forces Network." Other projects may include "Berlin Soldier"—Parts I & II.



UP-COMING RELEASE is the story of the "Junior Essex Troop," a cadet auxiliary of the famous Essex Troop of the 102nd Cavalry, New Jersey National Guard, believed to be the only junior cavalry squadron in the country sponsored by a guard unit.



MR. H. R. BAUKHAGE (center), veteran newspaperman and radio correspondent, relates his experiences to top NCO's in Washington—the same sort of background information he will be telling on THE BIG PICTURE's story of the "History of the Stars & Stripes."



PRODUCTION CHIEFS at the Army Pictorial Center conferring on the 60-61 program are Maj Jahn Fenner (left), chief of Information Films, and Capt Herbert Williams, BIG PICTURE Project Officer chief.



# Serving with Sullivan



## How the Army Takes Care of Its Own

By SFC Charles J. Sullivan

Some of the most important yet little publicized benefits of the professional soldier, it seems to me are the many "special ways" in which the Army takes care of its own.

One example is an experience I had shortly after reporting to a new unit of assignment. I was in the orderly room talking to my new commanding officer and first sergeant when I received a long distance phone call informing me that my father was seriously ill and not expected to live. I had no sooner related this information to the CO than he instructed me to collect some traveling gear "on the double." Upon returning, minutes later, I was told that the first sergeant had obtained a reservation by telephone for me on a plane which was leaving for my hometown in forty minutes. Since getting to the airport meant traveling about 20 miles through the heart of a large city, it didn't seem likely that I could make it. Just then an Army sedan pulled up to the orderly room and I was instructed to get in. The CO had conveniently remembered some official business downtown and would drop me off. As the driver skillfully maneuvered through traffic, the CO handed me emergency leave papers and explained his plan to loan me any needed traveling expenses. Fortunately I had enough money with me, but it was obvious that every eventuality had been planned for in a matter of minutes.

We arrived at the airport in the nick of time and the CO hurried to the boarding gate to hold the plane while I claimed my reservation. In less than three hours of receiving that ominous telephone call I was home, having traveled close to three hundred air and fifty land miles.

Needless to say, on this day my rela-

tives and I were especially proud that I was a member of the United States Army.

Of course, this is just one of countless "special ways" in which the Army takes care of its own. Yet, unfortunately, we don't hear enough about them as the human tendency is to publicize adversity more than good fortune.

An inconsiderate act of one officer or NCO toward a subordinate escapes the notice of few. Yet to learn about self-sacrificing deeds, one usually has to witness them personally. I have known many supervisors who have voluntarily worked from two to six hours extra a day for weeks at a time in the interest of their men. And I know of officers and NCO's who have risked their personal reputations and finances to help subordinates in trouble, but in whose basic character they had faith.

Other ways in which the Army takes care of its own are through the "Army Emergency Relief," and "Army Relief Society." These are not charity but rather mutual assistance programs which are supported by Army personnel on a fraternal basis.

The AER loans money to soldiers and their families who suddenly find themselves in a financial pinch for unexpected or unavoidable reasons. The money is loaned without interest and can be repaid in the time and amounts which are deemed convenient to the borrower. When it is felt that the repayment of such loans will cause undue hardship, outright grants are made. Last year AER furnished well over four million dollars of financial assistance to Army personnel.

The "Army Relief Society" is closely affiliated with AER and is dedicated to the welfare of the widows and orphans of Regular Army personnel. ARS aid is almost invariably in the form of grants.

Another way in which the Army takes care of its own is by furnishing assistance to soldiers stranded while traveling. A soldier who is traveling while on duty or on leave is only as far away from emergency assistance as the nearest Army installation—whether the need is food, clothing, shelter, medical care, or even money for himself and his family.

Other ways in which the Army takes care of its own will be discussed in future articles.

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## Have You Received?

*Change 5, AR 601-210.*

Par. 5d, establishes Army Classification Battery requirements for female applicants enlisting or reenlisting in the Women's Army Corps in line with current ACB requirements for male applicants. Par. 20g (2), being amended to point out that requests for grade determination for former Navy, Air Force, Marine Corps, Coast Guard, personnel enlisting in the Regular Army will be initiated at Recruiting Main Stations only after discharge has been effected, and forwarded by the recruiting officer to The Adjutant General.

Par. 43a (3) will be rescinded. This is being done in the interest of insuring uniform standards in processing personnel for enlistment or reenlistment and for purposes of maintaining control on all vacancies existing at Army installations.

*Circular 612, July 11, 1960.* Personnel Processing. Refers to Christmas-New Year Leave Program for Fiscal Year 1961 and early separations during Christmas Holiday period.





**FLARE**



This is an artist's reproduction of the U. S. Army Recruiting Service shoulder sleeve insignia which has been approved by the Department of the Army. Purchase and issue is now in the hands of the Quartermaster General and it is reported that issue will be available early in 1961. Each Army area's numeral designation will be shown in the "arc tab" of the patch, and the words Alaska or Hawaii for recruiters in those two states.